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MODENAS TARGETS 10 PERCENT MARKET SHARE BY YEAR END

New generation boasts better specifications and value for money

Kuala Lumpur, 6 April 2017: Motosikal Dan Enjin Nasional (MODENAS), a member of DRB-HICOM Berhad believes that the latest generation, KRISS MR2 would improve its market share of the segment to 10 percent by the end of 2017 due to its improved specification and competitive pricing.

According to Amirudin Abd Kadir, Chief Executive Officer of MODENAS / Edaran Modenas Sdn Bhd (EMOS), the company's confidence is supported by the demand for a more affordable and value for money vehicle in this current economic scenario.

"We strongly believe that the new Euro 3-compliant 110 cc 4 stroke engine would be attractive to the younger generation who are looking for the perfect balance between power and value for money", he said.

The KRISS MR2 with its bold and aggressive design, features a rotary gear system and is also a powerful machine with an engine capable of achieving 6.2kw @ 7,500rpm. Other features include sportier head lamps and tail lamp designs, while the large 4.5 litre capacity fuel tank is capable of covering 200km per full tank. Apart from the larger tank, it also has an extra large luggage compartment of 6.6 litres with a toolkits compartment under the seat. The unique 17" alloy rim is also fitted with a front disc brake for an efficient braking.

MODENAS is targeting to achieve overall total sales of 60,000 units in local and regional markets by year end. MODENAS' technical efficiency in manufacturing ensuring minimal operational cost in the development of the KRISS MR2 which MODENAS is passing the cost savings to customers.

"I am pleased to note that we have successfully increased our manufacturing efficiency and after sales services support, contributing to a substantial reduction of cost, which we are more than happy to transfer to our customers. At MODENAS, we



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do not compromise on quality and are always aware of the needs of the low to middle income group market in introducing new models or variants”, added Amirudin.

The MR2 is a two tone body colour concept between Sand White with Celebration Red, Strike Blue and Canary Yellow.

Meanwhile, in building up its After Sales Service support, MODENAS will be opening its second Training Centre facilities at Subang Service Centre by middle of April 2017 to cater for better support to after sales and its dealers network.

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About Motosikal Dan Enjin Nasional Sdn Bhd (MODENAS)

Motosikal Dan Enjin Nasional Sdn Bhd (MODENAS) is a member of DRB-HICOM Berhad established as an effort to elevate the nation's status and an industrial nation, in line with the Vision 2020. Since its establishment in 1995, MODENAS has been actively involved in research and development (R&D) of motorcycles and diversifying its range of products to cater to the demands of Malaysians, as part of our aspiration to become a world class motorcycle manufacturer.

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